

ABSTRACT

1           According to some embodiments of the present invention a system and  
2 method are provided for enabling a player to receive at least one entitlement to a  
3 product or service. The method may include receiving information about at least  
4 one merchant, enabling play of a game by a player, determining merchant  
5 information to communicate to the player, and providing at least one entitlement to  
6 the player. In some embodiments, one or more steps may be based on the player's  
7 play of the game.